

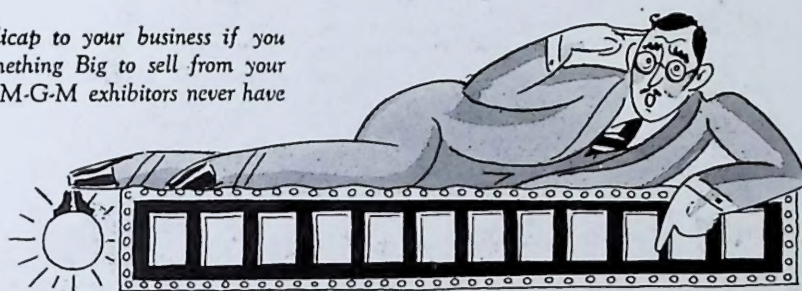
CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 49

TORONTO 2, CANADA

April 7th, 1928

IT'S a handicap to your business if you haven't something Big to sell from your house front. M-G-M exhibitors never have this worry!



WHAT IS HE GOING TO PUT UP IN ELECTRIC LIGHTS!



JOHN GILBERT



NORMA SHEARER



DANE-ARTHUR

Metro-Goldwyn-Mayer is the only one that can assure exhibitors a star name of proven value for every week in the year.

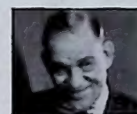
THE reason M-G-M pictures bring
THE consistent business always
IS because, in addition to
GREAT pictures, you get a
BIG star name regularly each week!

METRO-GOLDWYN-MAY

The Top of The Industry



GRETA GARBO



LON CHANEY



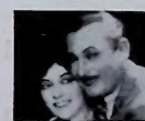
WILLIAM HAINES



MARION DAVIES



RAMON NOVARRO



CODY-PRINGLE



JACKIE COOGAN



SYD CHAPLIN



TIM MCCOY



"We can get seats over there for that other picture."

"I'D RATHER STAND ON LINE HERE AND SEE 'LOVE.' THESE METRO-GOLDWYN-MAYER PICTURES ARE ALWAYS GOOD."

HERE'S WHAT IS HAPPENING!

REPORTS from all sections of the country
SHOW that exhibitors are building up
STEADY patronage with M-G-M Specials—
"BEN-HUR," "Big Parade," "The Enemy,"
"LOVE," "Student Prince" create patrons—
THE public recognizes M-G-M supremacy
AND keeps coming regularly to
METRO-Goldwyn-Mayer shows.



A LETTER!

*typical of many
sent to M-G-M*

"Since the first of the year we have played M-G-M pictures each and every week. I wish to inform you that your product has proven exceptional not only from a box-office standpoint but as entertainment. As a 100 per cent user of M-G-M product I can readily say that of all the different pictures shown each month, the attractions from M-G-M always prove to be good bets for me."

MYRON VAN BUREN
 Rex Theatre,
 Middleburg, N. Y.

THE TOP OF THE INDUSTRY

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

Established in 1915 for
Exhibitors

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Telephone: Trinity 1481

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Buying British Pictures

THE CANADIAN PRESS, represented in the cities, villages and towns of Canada are crying out for British films.

The propaganda is intended to stimulate the exhibition of British-made films throughout Canada; and to inspire Canadian picture production.

In order to add a zest, or spice to the British patriotism, all these articles with but a rare exception talk about the "demoralizing effect of the American movies."

This talk certainly helped to put over the British Film Quota Bill, which in turn inspired the Motion Picture flotations which were in most cases over-subscribed, but it is not helping Motion Pictures in Canada; and is actually becoming a menace to the Industry.

One would imagine that having utilized the press throughout Canada to boost British productions; that Canada would be in a position to buy as many British-made features as she required, providing these were produced.

The situation in connection with Canada's buying of British-made pictures, direct from England, does not appear to have been altered from the method of selling which prevailed ten years ago.

Canadian representatives still find it difficult to purchase British-made films from many British producers, who wait to sell U. S. and Canadian rights combined.

Let us take one picture as an example, "Dawn," why was not "Dawn" available for Canadian purchase; and why was it available for American purchase?

A Canadian representative of an exchange travelled to England for the purpose of purchasing British films, among which was "Dawn;" and this representative found that he could not purchase "Dawn" nor many other British features he desired, because the U. S. market had not yet been handled for these films.

If British producers wish to sell U. S. and Canada rights combined, then it might be a good idea to "lay off" the patriotic stunt and propaganda now prevalent in Canada in connection with British Films.

It might be a good idea to stop the American anti-movie propaganda which was utilized in Quebec to put through the Children's Non-Admittance Bill, which will be utilized in pushing the Sunday Theatre Closing Bill; and which was utilized in inspiring the Belanger Bill.

This British propaganda against U. S. films is acting as a boomerang; and giving legislators and reformers publicity, getting their suggestions and Bills before the public; and getting them legislated.

It is not serving the purpose for which it has been projected; it is the kind of an antidote which not only kills U. S. film Trade but destroys the very Industry of which the U. S. films is a part.



RAY LEWIS

The cure is worse than the disease; and what is most abnoxious about the whole situation is its questionable position.

Are the British Film producers working with the British Film propagandists, or are the British Film producers letting their publicity bureaus down?

It certainly looks queer to those in the Industry in Canada to find the press crying out editorially for more British films; and finding that the "despised U. S. Film Industry" can buy British films while Canadian film interests cannot.

"Dawn was sold to Arthur Selwyn for the U. S. Did he get the Canadian Rights

as well?

If he purchased Canadian Rights, why did he get this privilege which was denied to a Canadian? And why is this an example which can be repeated many times?

I found this situation to be true ten years ago, in respect to the purchasing of British films for Canada direct, but at that period we had not been appealed to from the British patriotic angle in respect to our films; and the U. S. anti-film propaganda was not in any great evidence.

If British producers prefer to trade with the U. S. first in respect to the sale of British films, Canada might as well learn to understand that the British film propaganda, and anti-U. S. film propaganda is simply commercial expedients, part of a British sales talk; and not to be taken too seriously.

If the Canadian distributor of films and the Canadian exhibitors are to be appealed to patriotically to buy and exhibit British films, the British producers had better register their patriotism with us first by selling British-made pictures to Canada, when Canada is willing to purchase them; and not forcing her to wait until Uncle Sam's Film Industry decides to take a British-made film or turns it down.

Why should Canada be required to take what has been first offered to the U. S.; and refused by the U. S.?

The commercial angle will no doubt be cited. British producers will argue that the U. S. market is much more valuable than the Canadian; and that the U. S. market cannot be jeopardized by the selling of Canadian Rights to Canada first.

These are all arguments which have been cited.

However, although we concede that commercially such an argument is sound, Canadians may be justified in citing another sound commercial angle, why are the British producers antagonizing theatre patrons against a market which is already profitable? Anti-U. S. film propaganda hurts theatre attendance, and is a menace to the Industry in Canada.

Ray Lewis

Ray Presents

THE QUEBEC legislation in connection with the non-admittance of children under sixteen to motion picture theatres presents many contradictory features which already have earned for the Taschereau Bill's supporters the designation of "Busy Body Legislators."

It appears that there is no law in Quebec which prevents a child under sixteen from marrying, or from having children, but these married couples, under the new law, will not be permitted to go to motion pictures.

Soon the question of permission to go to theatres on Sunday will be decided, under the Lord's Day Alliance Act, and now that a Censor Board has been appointed for posters, advertising material, etc., we can look for a few more official bodies to whom this Industry can pay fees, if the legislators and their supporters can think up a few more positions for unemployed motion picture aspirants.

UNLESS a child goes to a school equipped to show Motion Pictures; and which may come within the jurisdiction of the Taschereau Bill, no child under sixteen in the Province of Quebec will be enabled to view a Motion Picture.

And now we have a promise by Premier Ferguson that the offices of the Censor Board shall be extended; and pictures shall be labelled "U" for those considered as eligible for children and adults; and "A" for pictures suitable for adults only.

IF THE GOVERNMENTS of the world, impregnated by the Mussolini idea, of having one man, or a government of men, elected by that man, do all the thinking for the people, telling them what their children shall see, wear and do; and dictating to parents in the relationship of their children, if our governments are going to begin to function after this order, history will begin to repeat itself; and the governments will be destroyed by the very weapons which they have created.

Premier Ferguson's attitude in the matter of the labelling of pictures, is praiseworthy. The Premier is a fair, liberal minded, progressive individual, with a sense of responsibility to the people; and the Industry of Motion Pictures, which Canada is so much in need of, in need of every In-

dustry which can advertise her as a country, which can furnish employment and economic independence to her people.

DREMIER FERGUSON was forced to give his promise in reference to the labelling of pictures since the Belanger Bill with its Motion Picture restrictions was to be placed before the House.

It appears that the Province of Quebec conducts its policies and politics in many respects different from the other Provinces of Canada.

THE DOMINANT language in Quebec is French; and English is the universal language in Ontario.

Therefore, it is only reasonable to conclude that, what may be meat for Quebec, may be poison for Ontario and the other provinces and that the Industry of Motion Pictures shall immediately organize and reorganize itself until it has a strongly allied organization representative of its interests; and that any tendency upon the part of reformers to influence legislation to the detriment of Motion Pictures be openly opposed and openly quashed.

THE FACT that pictures are labelled in Great Britain is no argument in favour of such a procedure. Following this procedure we had best label all food and books, paintings, sculpture, recreation and amusements "U" and "A" and take upon ourselves the business of "thinking" for the people. God forbid that any parent should be given the consideration of possessing a sufficient intelligence to be able to distinguish what its children should be permitted to contact.

IN THIS AGE certain intelligentzia, who have interpreted Judge Lindseys companionate marriage as an institution which advocated a policy whereby the rich fathers of young girls took in youths in their homes in order that these youths and their

daughters might indulge in "self-expression" without economic restrictions; these remind me of the interpreters of Darwin's "Origin of the Species," where casual readers and more casual thinkers heralded the Darwin philosophy with a "Ha! Ha! we all came from monkeys."

Apropos of this age of "self-expression," and the species of thinkers herein designated; and which are in the majority, does it not appear ludicrous that the people should advocate sex self-expression, and label Motion Pictures, or support Bills whereby children under sixteen shall not be permitted to visit Motion Picture theatres.

MOTION PICTURES will have to do a lot of fast-stepping to catch up with the speed of this age; and yet men elected by the people to guide their destinies, are amputating, castrating, eliminating Motion Pictures, in order to help our children suppress, atrophy their procreative propensities.

What else is back of this antagonism to Motion Pictures, what else but sex-suppression and greed, greed for the creation of new offices, greed for further taxation, greed for an Industry which is so remunerative and the "dog in the manger" principle, which desires to kill that which it cannot enjoy itself.

IF MOTION PICTURES is considered of interest to the Motion Picture interests of Canada, I advise them to take their interests and protection seriously, to cease quarrelling and finding fault with each other; and to utilize their time, energy and money, in selling "what is right with the movies" to the public.

GET to the public, intelligently, publicly. Let the people pass judgment, all of them, not a minority; and use your screens to sell your arguments. Yours is the power of the screen. Why not use that power?

Coming



"Wild Geese"

Sport Trophies Adorn Office Keith - Albee Theatre

Two costly and handsome sport trophies have been adorning the office of J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa. One is the Keith-Albee Cup, emblematic of the championship of the Big Four Hockey League, which is to be presented shortly at a smart banquet at the Chaudiere Golf Club. The other is the Keith-Albee Cup, which is the prize of the Ottawa Theatre Employees Bowling League, in which representatives of the local theatres have been competing all winter.

TORONTO THEATRES

UPTOWN—"Red Hair," with Clara Bow — Paramount — Class B plus. Another Elinor Glyn story which presents Clara to her best advantage. Here is a manicurist who has plenty of admirers, she accepts their presents plus their attentions, but they all get promissory notes as far as the little manicurist's affections is concerned. Finally along comes the real hero. Clara "dolls" up for her meetings with him, provided with her "glad rags," plus the dinner, by three elderly admirers, who happen to be the guardians of Clara's real affinity. Of course the three decide that although Clara is worth plenty by way of stimulating a reciprocal affection, Clara is no fit wife for a moral young man. Clara hasn't that kind of a complex; and since she successfully sells her hero the idea that her relationships are in the nature of being a receiver, but never a giver, all ends happily for the hero and the manicurist. Lawrence Grant as the hero, helps Clara considerably in registering some very attractive love scenes; while Clara is Clara, vivacious, rollicking, appetizing; and worth the clothes the old "geazers" buy her, since she wears them so well. The story and action speed along merrily, and the titles equally breezy help "Red Head" to gather unto itself much deserved box-office shekels. Plenty of spice, but still nice.

TIVOLI — "My Best Girl" with Mary Pickford — United Artists. Class B plus. Reviewed in The Digest when it was released at the Regent. One of Mary's best recent pictures. Wholesome and exceedingly well-produced. Sam Taylor was a wizard in its direction; and Charles Rogers aids Mary most admirably in presenting a succession of love-scenes which delight the eye and the heart. The titles and amusing situations, plus Mary's ability to be cute provide sufficient laughter to give everyone a happy time.

SHEA'S HIPPODROME — "The Heart of a Follies Girl," with Billie Dove — First National. Class B plus. The picture being 100 per cent superior to its title, which reminds me of "Bertha, the Sewing-Machine Girl." Billie Dove acts like a million dollars and looks like a million and a half. Adela Rogers St. John furnished a good story which John Francis Dillon directed most ably. A chorus girl falls in love with a poor man, who as sec-

retary to a rich admirer of the Follies' girl, substitutes for the rich man when an accident prevents the rich man, who is his employer from paying court to the fair Follies girl. The boy falls madly in love with the Follies girl, he would be mad if he didn't; and in order to "throw a rich man's bluff," forges his employer's name, gets the dough and the girl's love, but also gets a jail sentence. But the heart of a Follies girl is after all the heart of a good woman, the Follies had not yet penetrated this organ; and she marries her poor boy, waiting for her happiness with him when he has paid the price of his indiscretion, a nicer word than for his forgery. The story is most interestingly presented, the flash is there, and Billie Dove's beauty and acting make the picture a most satisfactory one. The hero was only fair.

LOEW'S — "Quality Street," with Marion Davies — Metro-Goldwyn-Mayer. Class B plus, but with qualities of merit and artistry which should be blue-ribboned with a Class A. Marion Davies never did better work and Conrad Nagel has been most happily cast also. This picture should prove tremendously popular throughout the British Empire, for the whole settings and the atmosphere, which takes you back to the late seventeenth century are essentially English. Two spinsters dream of marriage and love, one dreams for a younger sister; and since there is an admirer, who is coming to pay an important call, the sisters confidently tell each other that this must be the proposal. The charm and naive, the grace of the scenes are typical of Barrie, whose whimsical imaginative qualities has furnished and embellished literature with a grace and beauty which is redolent of sweet lavender. Perhaps exhibitors will best understand the appeal of this picture when we remind them of the graces of Norma Talmadge's "Smilin' Through," and because the public responded so warmly to this most delightful artistic screen presentation I am hoping they will welcome the graces of Sir James Barrie's world-famous play, "Quality Street." The pathos is introduced as a balance to the delicate gayety of the picture through the cruel disappointment which comes to both sisters, when the expected proposal simply develops into an announcement that their hero is off to the Napoleonic wars. He, however, returns; and Phoebe

(Marion Davies), realizing his love for the gay little maid he said goodbye to, discards the prim wearing apparel and demeanor of a school mistress; a role which economic pressure has forced her to assume; and braving the gossiping tongues of neighbors and friends conquers our hero; and leads him a very willing victim to the altar. It is a beautiful picture and a credit to the screen.

PANTAGES — "Burning Daylight," with Milton Sills — First National. Class B. An adaptation of a Jack London story with an Alaskan setting. A Klondike gold mine furnishes our hero with sufficient millions to sell the mine and proceed to San Francisco, where he tries to corner the stock market, comes a cropper; and later holds up the two millionaires who beat him at the little "Wall Street game," of frenzied finance. Doris Kenyon is the heroine and does good work. Milton Sills carries on splendidly, but the sympathy of his audience is only with him at the latter end of the picture when he begins to see Daylight, by the development of a love interest for the real girl (Doris Kenyon) in the picture. Charles Brabin built up the interest and the action of the story in his direction and put a great deal of "punch" into Sills big scenes. This feature should prove generally entertaining.

W. C. Gehring Launching Fox-Grainger Week

Mr. W. C. Gehring, Fox representative in Canada, is working arduously to successfully launch the Fox-Grainger week which is being introduced throughout Canada and the United States.

Mr. Gehring is a great Fox and Grainger booster, and his energies upon this occasion have been greatly increased. We expect that Mr. Gehring will make the Fox-Grainger Week throughout Canada most successful.

Mrs. F. M. Schaffer Reported Improving

The friends of Mrs. Schaffer, wife of Mr. Schaffer, Pantages' manager, will be glad to know that Mrs. Schaffer has successfully passed the crisis of her illness, and that her condition is much improved.

J. M. Franklin Elected Director Humane Society

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, has again been elected a director of the Ottawa Humane Society, the 40th annual meeting of which was held recently.

Col. John Cooper Elected President M.P.D. Assoc.

Condition is Greatly Improved

Although he was not present through incapacitation from injuries received in a train accident at Regina, Sask., one month previously, Col. John Cooper, of Toronto, was re-elected president and secretary-treasurer of the Motion Picture Distributors and Exhibitors of Canada at a meeting of the 1928 directors of the association immediately following the annual congress of the organization at Toronto on March 27.

P. C. Taylor, Toronto, general manager of FBO Pictures Corporation of Canada, Limited, presided as chairman of the meeting, which was held in the executive offices in the Metropolitan Building. The following were elected directors, following the receipt of annual reports:

Representing film distributors: Arthur Cohen, vice-president and general manager, Regal Films, Limited; Claire Hague, general manager, Canadian Universal Film Co., Ltd.; O. R. Hanson, general manager, Canadian Educational Films, Limited; R. S. Bell, general manager, First National Pictures, Inc., of Canada; B. F. Lyon, Canadian district manager, Warner Bros., Inc.; M. A. Milligan, general manager, Famous-Lasky Film Service, Limited. All of these officers are of Toronto.

Representing exhibitors: Clarence Robson, Eastern Division manager, Famous Players Canadian Corp., Toronto, and John Arthur, Uptown Theatre, Toronto.

Representing all members: J. P. O'Loughlin, Canadian district manager, Fox Film Corporation, and P. C. Taylor, general manager, FBO of Canada, Toronto, as well as Col. John A. Cooper, who was elected by the other directors.

Announcement was made that Col. Cooper would shortly be able to resume active duties with the Canadian organization, which is affiliated with the Motion Picture Producers and Distributors Association of New York. The Canadian association has sponsored the Film Boards of Trades in all Canadian exchange centres for a number of years.

Rotsky of Palace Augments His Program

George Rotsky, manager of the big Palace Theatre, Montreal, has reduced admission prices slightly and has also added to the programs by the engagement of Andy Tipaldi and his 15 Melody Kings as a special musical attraction. Prices now range from 30 to 60 cents.

Coming



"Wild Geese"

Motion Picture Theatres Close at Hull "Good Friday"

Following the custom of many years, the moving picture theatres of Hull, Quebec, were closed all day Good Friday, April 6, in recognition of the religious significance of the day. This is the only day of the year on which the Hull theatres are dark as it has always been the practice to remain open on all Sundays throughout the year, as well as week days.

The theatres in Hull include the Laurier, Eden and Capitol Theatres.

Ottawa Has Bad Luck Week of Casualties

Ottawa, the Canadian Capital, has had a week of casualties. Ray Tubman, manager of the Regent and Imperial Theatres, suffered injuries to his foot when a concert grand piano fell on him while it was being moved at the Regent Theatre.

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, was greatly disturbed when Mitchell, his 14-year-old son, fell at the Y. M. C. A., on March 26, breaking his left arm. Master Franklin is one of the most talented juvenile pianists in Ottawa.

The death occurred very suddenly of Julius Hillas, prominent member of the Galvin Theatre orchestra, Ottawa, from acute indigestion. Mr. Hillas was the bandmaster of the 38th Battalion of the Canadian Corps during the war. He was born in England and arrived in Canada in 1912.

Hans Reinhard is directing a new Tiffany-Stahl Color Classic entitled "A Perfect Day" with Byron Sage as the featured player. This child actor has just completed an important role in the Tiffany-Stahl production "Clothes Make the Woman," under the direction of Tom Terriss.



THE ALBEE TROPHY

Presented by Mr. E. F. Albee, President of the Keith-Albee-Orpheum Circuit, for Annual Competition, to the Big Four Hockey League of Canada. The Cup was presented by the Mayor of Ottawa, from the stage of B. F. Keith's Theatre, as the highlight of the Annual N. V. A. celebration.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

Consolidated Theatres Corp. Quebec Theatre Chain

A company has been established at Montreal, Quebec, for the purpose of organizing a chain of moving picture theatres in Quebec centres under a unique plan. The enterprise, the Consolidated Theatres Corp., has announced that it will not build any theatres but that it will acquire existing theatres in villages and in the outlying sections of the large cities.

The company does not propose to enter the downtown districts of any city in the Province. Several small theatres have already been taken over.

Oriental Theatre, London Is Financed Locally

The plans for a theatre in London, Ont., have been completed by the architect W. Hawkins.

The Companies Act Letters Patent, bearing the date of 21st, February, A.D. 1928, sets forth the following names, William Harvey Hawkins, Architect; Alice Hawkins, Housewife; Niram Fletcher Smith, Solicitor; Frederick Selby Young, Editor; and Austen Robert Dann, Bookkeeper. All of the city of London.

Capital divided into six hundred preference shares of the par value of one hundred dollars each, and one thousand two hundred common shares without any nominal or par value.

Director Hawkins, Mrs. Hawkins, Niram Fletcher Smith, Oriental Theatre, Limited.

Galt's New Theatre Creating Much Talk

Rumours are current and persistent in connection with a new theatre for Galt on the old Imperial Hotel property on Water St. South. The Galt Reporter had an editorial headed "Galt Needs a New Theatre."

Harold Lloyd's "Speedy" was saved in a number of Canadian cities to start off the post-Lenten season with engagements starting April 7.

E. F. Albee, Donor Of Life Membership



Ray Lewis Becomes Honorary Life Member N. V. A.

AMUSEMENT TAX REMAINS THE SAME IN ALBERTA

Premier Brownlee of Alberta has informed the Board of Trade that the Amusement Tax in Alberta will not be amended this year. The communication from the Premier was in reply to a request by the Board that the Amusement Tax on children's tickets be removed.

"The Grand" Ready First of August

Fergus, Ontario, To Have New Theatre

Fergus, Ont., is to have a new theatre which will be ready by August 1st. The cost will be in the neighborhood of \$25,000.

S. Fardella in making his announcement, states that the new theatre will occupy the land on which stood the old commercial stable; and will have a seating capacity of 475.

There will be a stage 21x12 with dressing rooms on either side.

The theatre will be built of stone and will be 43x120 feet. One storey, the floor in the auditorium, having a drop of about nine feet from front to rear.

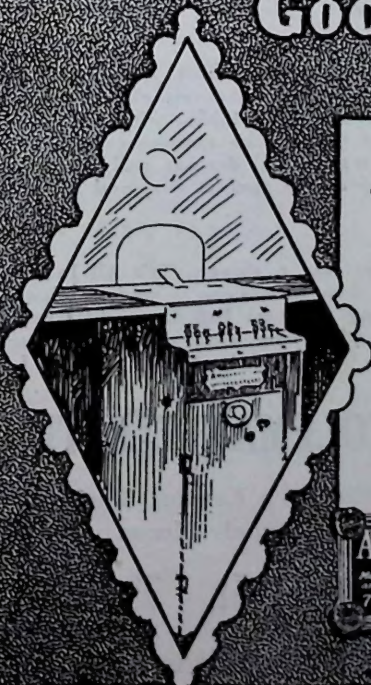
Messrs. Mahoney and Austin of Guelph are the architects.

Coming



"Wild Geese"

The BASIS of Good Box Office Management



Make the GOLD SEAL
TICKET REGISTER
the backbone of your
Box Office System

16TH YEAR OF FAITHFUL SERVICE

CANADIAN REPRESENTATIVES—
THOMPSON, AHEARN & CO.
40 Yonge Street, Toronto.

AUTOMATIC TICKET REGISTER CORPORATION

723 SEVENTH AVE. NEW YORK CITY
GOLD SEAL

N. V. A. Adirondack Lodge Has a Big Home Feeling

Model Sanatorium Has No Institutional Appearance — Easter Week Begins Drive For Funds Across Canada - U. S.

THE dominant objective in this year's National Vaudeville Artists Week — April 8 to 15 — is to complete and pay for the N. V. A. Adirondack Lodge, which is the suitable name of the new model sanatorium for tubercular patients of the theatrical profession. Now nearing completion, this unique project shows none of the characteristics of a hospital or, a public institution so far as its exterior goes. Except for its area, it rather resembles a mountain chateau, a wealthy family's country home, a summer residence of the loveliest natural mountain surroundings. In the planning of this idealized sanatorium, in which the architect, Thomas Lamb, and the N. V. A. Relief Committee had the valuable cooperation of the E. F. Albee, the idea that mental suggestion is a potent factor in the care and cure of pulmonary ailments was not forgotten. Designers, physicians and even patients consulted together about this phase of the plans. The result is that the building adorns the wooded mountain estate with the cheerful suggestion of hospitable and secluded domesticity—not of isolation or of any of the mental or physical restrictions which make so many hospitals in crowded centres

resemble jails, or asylums, or factories. Thus a new scientific note is struck in the treatment of tuberculosis and, carried out as it is in the spacious heart of a 50-acre tract, it is one of the economic phases of the enterprise.

Health experts and commissioners of various states who are aware of the plans for N. V. A. Adirondack Lodge, are generally agreed that it is an ideal place and plant for invalids. The structure has no "rear" — one of its fronts faces across a primeval valley, the other commands a far and wide view of the peaks. All of the rooms (about 200) will be single rooms, with private bath, outside windows and separate access to sun parlors, hallways and outdoors. In full view of the Lodge runs the main automobile highway between New York and Montreal past Lake Placid. An overnight sleeper ride from New York, brings the guest to the Lodge in the early morning, and now, in anticipation of the opening and occupation of the establishment, the D. & H. Railroad has planned a new station there, to be called Albee in honor of the Mr. Albee who has been so largely instrumental in the success of the enterprise.

Under the direction of Dr. Edgar Mayer and his medical and surgical staff, this sanatorium is being equipped with all of the approved scientific devices and facilities for the modern methods of combating tuberculosis. In addition to the outside porches, there is a large sun parlor or lounge, fitted with the new vita-glass which transmits the ultra-violet rays of the sun, thus applying the latest use of heliotherapy of which Dr. Mayer is a foremost authority. The medical equipment will be the most complete and up-to-date possible, and in complete consonance with the ultra-efficiency planning of rooms, ventilation, heating, cooling, bathing and cuisine. When completed this model modern sanatorium will have cost about \$500,000, and to complete that sum is now the supreme effort of the National Vaudeville Artists Week.

Beginning April 8, the whole of next week will be observed in every city, town and neighborhood where there is a vaudeville theatre. Over 15,000 artists playing in about 800 theatres will "celebrate" for the delight of about twenty million American people who are all in sympathy with the cause and purpose of N. V. A. Week and its sick and benefit fund. In nearly every State and City, the Governor or the Mayor have issued proclamations calling upon the citizens to come to the aid of the good cause, giving special approval to the sanatorium project which is imminent this year.

SUPERLATIVE EQUIPMENT

VALLEN CURTAIN CONTROLS AND TRACKS—

The noiseless electrically driven automatic curtain winch, operated by pushbutton from any desired location, that, in conjunction with the Vallen noiseless curtain track, draws back, or closes the heaviest curtains noiselessly and smoothly, lending that most desirable classy touch to your performances. Controls for any size or style of curtain. Tracks for any length or use.

FULCO BOOTH ACCESSORIES—

Besides the many familiar Fulco products such as Exit Boxes, Roll Ticket Holders, Carbon Savers, Lugs, Cement, Reels, Rewinders, etc., we now offer a most comprehensive line of self contained Booth Cabinets made by Fulco. These Cabinets consist of a steel work table, with or without steel drawers, fitted with hand or power driven enclosed rewinder, asbestos walled film storage cases with individual reel compartments, spare reel shelf, and approved waste can. There are several designs and combinations to choose from. These outfits are not a fad, they are positive assurance of safety against fire, and are a convenience and safeguard that ought to be in use in every projection room.

ROSS LENSES—

A well-known camera lens manufacturer has a slogan, "It's All In The Lens." If that is true of cameras, it is ten times true applied to the projector. The Ross Lens is made in England, of magnificent optical and mechanical construction. It has a very large working aperture F-2.4, permitting maximum transmission of light, and the formula used demands the rear combination very close to the aperture, the result being very bright, snappy, sharp images full of detail and contrast. The superiority of the Ross Lens over several other common makes of lenses in actual test is truly amazing.

The Motiograph De Luxe in Mazda or Reflector Arc Models at \$1,000.00 each delivered to your Theatre is Some Value.

If you don't know the De Luxe it's your business to find out and our business to tell you.

THE COLEMAN ELECTRIC Co.

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Bouchard Opposes Children's Legislation

Legislation prohibiting the admission of all children under 16 years of age from all moving picture theatres of the Province of Quebec whether with adults or not was given its third reading in the Provincial Legislature at Quebec City on March 23 and the new law will go into effect following the adjournment of the Assembly within a few weeks.

The bill, as sponsored by Premier L. A. Taschereau, allows children to see moving pictures in educational institutions when they are students thereof, but under no circumstances can they be admitted to a cinema within the Province of Quebec. A great many theatres in Montreal, Quebec City, Sherbrooke, Three Rivers, Hull, St. Johns, Valleyfield, Gatineau, Aylmer and other cities are affected by the drastic law.

The measure was adopted in the Quebec Legislature practically without opposition, the vote being 57 to 5 in favor of the bill. T. D. Bouchard, member for St. Hyacinthe, made an attack upon the proposal in behalf of the theatre owners. Mr. Bouchard is the proprietor of a moving picture theatre himself. One of his chief arguments was that a mother herself could no longer go to a theatre because she could not take the children with her.

General Smart, member for Westmount, urged that the age limit under the act be reduced from 16 to 14 years. Children were permitted to work at 14 years of age, yet they would not be permitted to attend a moving picture show until they were 16. General Smart voted for the bill, however.

Several members of the Legislature also asked for a film quota law for the Province of Quebec whereby the presentation of Untied States pictures would be restricted. Film censorship was also discussed. Hon. J. N. Francoeur advocated the division of moving pictures into three classes with different standards of censorship for each, a strict examination to be required of fiction films. Sunday shows were also rapped by several legislators.

Mr. George Patton, Director of the Ontario Bureau of Motion Pictures, Toronto, and the Right Honourable J. D. Monteith, Provincial Treasurer, have left for Hollywood, Calif., to attend the Convention of the Society of Motion Picture Engineers, and the Society of Motion Picture Arts and Sciences soon in convention. Dr. Monteith will make a general survey of Motion Picture activities at Hollywood.

Famous Players Canadian To Build Capitol, Ottawa Will Cost Over a Million and Seat 2,500

Official announcement has been made by Clarence Robson, Toronto, Eastern Division manager of Famous Players Canadian Corporation, that the company is making an immediate start on the erection of a magnificent moving picture theatre in Ottawa, Ontario. The theatre, which will be known as the Capitol Theatre, will cost \$1,225,000. There will be 2,500 seats and the interior of the house will embody the atmospheric treatment of decoration. The new Capitol is to be opened January 1, 1929.

The site already purchased for the new Ottawa house takes in seven stores on Sparks Street, the main downtown thoroughfare, and the tenants of all stores and offices are vacating within the next few weeks. It is understood that the Ottawa theatre will be the largest building project on the program of Famous Players Canadian Corporation during 1928. The company already operates the Regent and Imperial Theatres in Ottawa, these being under the personal management of Ray Tubman.

Co-incident with the announcement from Famous Players comes the announcement from the owners of the Russell Theatre, Ottawa, a 1,700-seat house which has been in operation for many years, that the Russell will close its doors forever on April 14, the building having been expropriated by the Canadian Government for a park scheme. One of the last big presentations at the Russell was the special film production, "Wings."

"Tillie's Punctured Romance" Has a Contest

As a stunt for the presentation of "Tillie's Punctured Romance" at the Metropolitan Theatre, Winnipeg, Manitoba, during the week of March 26, Manager Walter F. Davis called for written impressions of the first picture with this title, starring Chaplin and Marie Dressler, which was shown in 1914. Three prizes, starting off with a first prize of 12 tickets, were offered for the best replies.

Contestants were expected to state when and where they saw the first "Tillie's Punctured Romance" and to describe briefly how present film subjects compared with those of 1914. The contest closed the last night of the week.

Martha Mattox and Eugene Pallette, character actors, have been aided to the cast of the new W. C. Fields-Chester Conklin picture, now in production by Paramount under the direction of Charles (Chuck) Reisner. Jack Luden and Sally Blane have the eluding juvenile roles.

Col. John Cooper Improving at Wellesley Hospital, Toronto

Many friends of Col. John Cooper will be glad to learn that the Colonel is now at Toronto, and improving, at the Wellesley Hospital.

Only a very limited number of callers have been permitted to see Col. Cooper who will, however, in the course of the next week or two, be able to increase his number of visitors.

Hundreds of people in Toronto, within our Industry, have made enquiries concerning his state of health; and have called upon the Colonel to extend their hope personally for his complete recovery.

The necessity for limiting the number of visitors has been introduced because the Colonel's health does not warrant him sufficiently well enough to receive them, so many visitors would prove too much of a tax upon his strength.

If the Colonel was in his usual state of health, talking to hundreds of people would be right in his line, even though such an ordeal might be a tax upon a most robust and active personality.

"WILD GEESSE" LINES THEM UP IN SEATTLE

According to a report from the Seattle Theatres it was learned that "Wild Geese," Tiffany-Stahl's phenomenally successful picture being now released in Canada through Canadian Educational, lined them up for blocks during a recent engagement which the picture had in Seattle. "Lining them up" appears to be a policy which "Wild Geese" inaugurates wherever it is shown.

The Canadian Government, through the Civil Service Commission at Ottawa, is seeking moving picture cameramen, photographers and projectionists for the Royal Canadian Air Force, the rate of pay being \$120 per month. They are to be used principally in aerial surveys, mapping and the shooting of natural resources. Some military training is also included.

Coming



Round About the Studios

Monty Collins and Jack Miller are being co-featured in an Educational-Mermaid Comedy now being produced under the direction of Norman Taurog. Both are comparative newcomers at the Educational Studios, Collins formerly being a vaudeville star while Miller has been until recently in burlesque and musical comedy.

Jacqueline Logan, DeMille featured player, will have the featured and only feminine part in Pathe's "The Cop," which stars William Boyd, according to Associate Producer Ralph Block.

Preparations are being made by Cecil B. DeMille for one of the most spectacular fire scenes ever filmed. A four-story building is to be burned for scenes in Pathe's "The Godless Girl."

John G. Adolphi has returned to the Tiffany-Stahl Studio in Hollywood after a trip to New York made for the purpose of research in connection with the production of the Jack London story "Prowlers of the Sea."

Ralph Ince finished shooting on the picture of backstage life based on the Viola Brothers Shoer story "The Hit of the Show," which he has been directing for FBO. This is the second of FBO's 1928-29 special productions to be completed, and features Joe E. Brown, famous musical comedy comedian and Gertrude Olmsted, popular young screen actress. In the all star supporting cast are included Gertrude Astor, Daphne Pollard, Lee Shumway, Cosmo Kyle Bellew, LeRoy Mason, William Bailey, William F. Dugan, playwright, and Ole Ness and Frank Mills.

Sylvia Beecher, new screen find who recently signed a long-term contract with Metro-Goldwyn-Mayer, will make her camera debut in Tim McCoy's next starring vehicle, not yet titled, which Nick Grinde will direct from a story by John Thomas Neville.



"The Big City" is Lon Chaney's latest for Metro-Goldwyn-Mayer, directed by Tod Browning.

Announcement is made by William Le Baron, vice-president of FBO Pictures Corporation in charge of production, that work on FBO's first super-special production on the 1928-29 program, as yet untitled, began on Monday, March 26th, with Clive Brook and Irene Rich heading an all star cast, and Bert Glennon directing.

The story was written by William Le Baron, and is based on Israel Zangwill's great novel "The Big Bow Mystery." The screen adaptation is by Ewart Adamson.

Harry Braxton and Viola Brothers Shore are writing the titles for the Tiffany-stahl special production temporarily called "Power" in which Douglas Fairbanks, Jr., and Jobyna Ralston are co-starred.

Clarence Lyle, former stage star, whom Lon Chaney, an old friend of theatre days, inveigled into pictures recently, is playing a gangster leader in William Haines' new newspaper story at the Metro-Goldwyn-Mayer studios.

Coming



"Wild Geese"

Bob Klein, who has supported nearly all the great film stars in the past fourteen years, is now at work with Pola Negri in that star's new picture, "Three Sinners," for Paramount.

Lena Malena, who is to play the native siren in Metro-Goldwyn-Mayer's production "Diamond Handcuffs" first won fame as a dancer in Bucharest, and has traveled all over the world as a dancing star.

Lane Chandler, who played the lead in Esther Ralston's latest picture, "Love and Learn," will be in the supporting cast of the new Paramount picture, "Gun Shy," to feature Wallace Beery and Raymond Hatton. The new film will be directed by F. Richard Jones.

Tom Terriss is preparing to start his second Tiffany-Stahl production. It will be "The Naughty Duchess," adapted by Terriss from an Anthony Hope novel. "Clothes Make the Woman," Terriss' first for Tiffany-Stahl is now being cut and titled.



Barbara Worth, Universal featured player, "all dressed up."

Although the entire country stood ready to aid St. Francis Dam flood victims, FBO studios was one of the first industries in Los Angeles to respond by sending Louis Shapiro, cowboy in charge of Western utilities, to the scene of the tragedy.

With the aid of other studio employees he scoured surrounding territory locating horses, fifty being loaned from the FBO stables, which he directed in clearing debris and wreckage, removing bodies from the river bed to the improvised morgues, and salvaging articles unharmed by the devastating flood waters.

Jean Arthur has just been signed by Paramount to play the feminine lead in Richard Dix's next picture, "Knocking 'Em Over." Dix at present is working on "Easy Come, Easy Go," from the play by Owen Davis. His leading woman in this picture is Nancy Carroll.

John McCarthy, who has a wide experience in every branch of the film game, and has produced some of the outstanding film hits of the last few seasons, has signed a new contract with Metro-Goldwyn-Mayer. Announcement is made that he will start work on a special Metro-Goldwyn-Mayer feature in the near future.

Last year McCarthy directed "The Lovelorn" and "Becky," Cosmopolitan productions based on the nationwide serializations, for Metro-Goldwyn-Mayer.

"The Albany Night Boat," from an original story by Ben Grauman Kohn, will go into production shortly at the Tiffany-Stahl Studios under the direction of Al Raboch.